IN THE CLAIMS:

Please substitute the following claims for the same numbered claims in the application:

1.   (Currently Amended) A computing system comprising at least one processor, associated memory, storage and input/output devices, said computing system being connected to a network of computing systems and being used to generate promotional scheme parameters for electronic coupons, said computer system comprising:

means for automatically obtaining market demand data from defined sources of online auctions,

means for conducting online actions using defined parameters for specified goods and/or services for getting market information, wherein said parameters comprise non-quantitative attributes comprising cultural attributes of bidders of said online auctions,

means for storing and analyzing the data obtained from said online auctions or said conducted auctions to estimate demand and calculate promotion scheme parameters for issue of redeemable electronic coupons, wherein said means for storing and analyzing the demand data is a statistical means that generates the promotion scheme parameters for different market segments and receives the data from an electronic coupon issuing system as a feedback in order to dynamically learn, adapt and improve generation of said promotion scheme parameters, and

means for generating said redeemable electronic coupons.

2.   (Previously Presented) The system of claim 1, wherein the means for obtaining demand data from online auction includes ability to access different types of auctions including sealed-bid auctions, open-cry auctions, Dutch auctions and reverse auctions.

09/686,641   2

3. (Previously Presented) The system of claim 2, wherein said means for obtaining the demand data form online auctions is through software means to start capturing the demand data from the time the auction starts to the time it ends.

4. (Previously Presented) The system of claim 1, wherein the demand data comprises of the names of products or services being auctioned, the bids from a plurality of bidders participating in an auction, the reserve prices of the auction, the duration of the auction, the total number of bids received for each product or service, market segment of the bidders.

5. (Previously Presented) The system of claim 1, wherein the demand data further includes the information specific to particular auction types including the opening price and the successive decrements in case of descending ("Dutch") auctions.

6. (Canceled).

7. (Previously Presented) The system of claim 6, wherein said statistical means includes:
means for estimating the market demand curve and the price elasticity for an auction item or product or service for a plurality of demand data sources, and
means for determining if an item or product or service is amenable to price discrimination based on said estimated demand curve and price elasticity.

8. (Previously Presented) The system of claim 6, wherein said promotion scheme parameters

09/686,641 3

include the collection of items or products or services to be discounted, the amount of discount, the nature of discount. market segment for the promotion scheme, duration of promotion scheme and identification of methods of offering the scheme.

9.   (Previously Presented) The system of claim 7, wherein said means for estimating the market demand curve is by considering the fractional demand at a particular price, the fraction of population that is willing to pay the price, computing the product of the fractional demand and the demand at zero price i.e. the size of the market wiling to buy the product at zero price.

10.   (Previously Presented) The system of claim 8, further comprising means for suggesting the discounting of a substitute of the product or item or service being auctioned.

11.   (Previously Presented) The system of claim 10, wherein said item being auctioned is a competitor's item and the substituted product is promoter's own.

12.   (Previously Presented) The system of claim 2, wherein the means for obtaining the demand data includes the ability to cover multiple market segments and suggest a promotion scheme targeted at different market segments.

13.   (Previously Presented) The system of claim 8, further including means for suggesting discounting of a cross selling or an up selling product to the product being auctioned.

14.   (Previously Presented) The system of claim 9, wherein said means for estimating the

09/686,641   4

demand curve uses the winning bid and the highest bids of all the bidders for the case of open-cry or ascending auctions while for the descending auctions namely, Dutch auctions only the winning bid is used.

15.   (Previously Presented) The system of claim 9, wherein said means for estimating the market demand curve for an individual item uses demand data where multiple units of items are auctioned.

16.   (Previously Presented) The system of claim 7, wherein said means for estimating market demand curve uses the quantity demanded by an individual buyer at various price levels.

17.   (Previously Presented) The system of claim 9, wherein said means for estimating the market demand curve information from the online auctions is used to determine the decrement size in a descending or Dutch auction.

18.   (Previously Presented) The system of claim 1, further including means for the user to configure the sources of online demand data as well as the parameters for conducting online auctions on a plurality of products on specified URLs.

19.   (Canceled).

20.   (Currently Amended) A method for generating promotional scheme parameters using electronic coupons, characterized in that it includes:

09/686,641   5

automatically obtaining market demand data form defined sources of online auctions,

conducting online auctions using defined parameters for specified goods and/or services, wherein said parameters comprise non-quantitative attributes comprising cultural attributes of bidders of said online auctions,

storing and analyzing the market demand data obtained from said online auctions or said conducted auctions to estimate demand and calculate promotion scheme parameters for issue of redeemable electronic coupons, wherein storing and analyzing of the demand data is by a statistical method that generates the promotion scheme parameters for different market segments, and wherein storing and analyzing the demand data receives the data from an electronic coupon issuing system as a feedback in order to dynamically learn, adapt and improve generation of said promotion scheme parameters, and

generating said redeemable electronic coupons.

21.   (Previously Presented) The method of claim 20, wherein obtaining demand data form online auction includes ability to access different types of auctions such as sealed-bid auctions, open-cry auctions, Dutch auctions and reverse auctions.

22.   (Previously Presented) The method of claim 21, wherein obtaining the demand data form online auctions is through software to start capturing the demand data from the time the auction starts to the time it ends.

23.   (Previously Presented) The method of claim 20, wherein the demand data comprises of the names of products or services being auctioned, the bids form a plurality of bidders

09/686,641   6

participating in an auction, the reserve prices of the auction, the duration of the auction, the total number of bids received for each product or service, market segment of the bidders.

24.   (Previously Presented) The method of claim 20, wherein the demand data further includes the information specific to particular auction types such as the opening price and the successive decrements in case of descending ("Dutch") auctions.

25.   (Canceled).

26.   (Previously Presented) The method of claim 25, wherein said statistical method includes:

estimating the market demand curve and the price elasticity for an auction item or product or service from a plurality of demand data sources, and

determining if an item or product or service is amendable to price discrimination based on said estimated demand curve and price elasticity.

27.   (Previously Presented) The method of claim 25, wherein said promotion scheme parameters include the collection of items or products or services to be discounted, the amount of discount, the nature of discount, market segment for the promotion scheme, duration of promotion scheme and identification of methods of offering the scheme.

28.   (Previously Presented) The method of claim 26, wherein estimating of the market demand curve is by considering the fractional demand at a particular price, the fraction of population that is willing to pay the price, computing the product of the fractional demand and the demand at

09/686,641   7

zero price i.e. the size of the market willing to buy the product at zero price.

29.   (Previously Presented) The method of claim 27, further comprising suggesting the discounting of a substitute of the product or item or service being auctioned.

30.   (Previously Presented) The method of claim 29, wherein said item being auctioned is a competitor's item and the substituted product is promoter's own.

31.   (Previously Presented) The method of claim 21, wherein obtaining of the demand data includes the ability to cover multiple market segments and suggest a promotion scheme targeted at different market segments.

32.   (Previously Presented) The method of claim 27, further comprising suggesting discounting of a cross selling or an up selling product to the product being auctioned.

33.   (Previously Presented) The method of claim 28, wherein estimating of the demand curve uses the winning bid and the highest bids of all the bidders for the case of open-cry or ascending auctions while for the descending auctions namely, Dutch auctions only the winning bid is used.

34.   (Previously Presented) The method of claim 28, wherein estimating of the market demand curve for an individual item uses demand data where multiple units of items are auctioned.

35.   (Previously Presented) The method of claim 26, wherein estimating of market demand

09/686,641   8

curve uses the quantity demanded by an individual buyer at various price levels.

36.   (Previously Presented) The method of claim 28, wherein estimating of the market demand

curve information from the online auctions is used to determined the decrement size in a

descending or Dutch auction.

37.   (Previously Presented) The method of claim 20, further including method for the user to

configure the sources of online demand data as well as the parameters for conducting online

auctions on a plurality of products on specified URLs.

38.   (Canceled).

39.   (Currently Amended) A computer program product comprising computer readable

program code stored on computer readable storage medium embodied therein for causing a

computer to generate promotional scheme parameters using electronic coupons comprising:

        computer readable program code means configured for automatically obtaining market

demand data from defined sources of online auctions,

        computer readable program code means configured for conducting online auctions using

defined parameters for specified goods and/or services, wherein said parameters comprise non-

quantitative attributes comprising cultural attributes of bidders of said online auctions,

        computer readable program code means configured for storing and analyzing the data

obtained from said online auctions or said conducted auctions to estimate demand and calculate

promotion scheme parameters for issue of redeemable electronic coupons, wherein said computer

09/686,641   9

readable program code means configured for storing and analyzing of the demand data is a computer readable program code means that generates the promotion scheme parameters for different market segments, and wherein storing and analyzing the demand data receives the data from an electronic coupon issuing system as a feedback in order to dynamically learn, adapt and improve generation of said promotion scheme parameters, and

computer readable program code means configured for generating said redeemable electronic coupons.

40.   (Previously Presented) The computer program product of claim 39, wherein said computer readable program code means configured for obtaining demand data from online auction includes ability to access different types of auctions such as scaled-bid auctions, open-cry auctions, Dutch auctions and reverse auctions.

41.   (Previously Presented) The computer program product of claim 40, wherein said computer readable program code means configured for obtaining the demand data from online auctions is through software to start capturing the demand data form the time the auction starts to the time it ends.

42.   (Previously Presented) The computer program product of claim 39, wherein the demand data comprises of the names of products or services being auctioned, the bids form a plurality of bidders participating in an auction, the reserve prices of the auction, the duration of the auction, the total number of bids received for each product or service, market segment of the bidders.

09/686,641   10

43.   (Previously Presented) The computer program product of claim 39, wherein said computer readable program code means configured for storing and analyzing the demand data is a statistical computer readable program code means that generates the promotion scheme parameters for different market segments.

44.   (Canceled).

45.   (Previously Presented) The computer program product of claim 44, wherein said statistical computer readable program code means includes:

computer readable program code means configured for estimating the market demand curve and the price elasticity for an action item or product or service from a plurality of demand data sources, and

computer readable program code means configured for determining if an item or product or service is amenable to price discrimination based on said estimated demand curve and price elasticity.

46.   (Previously Presented) The computer program product of claim 44, wherein said promotion scheme parameters include the collection of items or products or services to be discounted, the amount of discount, the nature of discount, market segment for the promotion scheme, duration of promotion scheme and identification of methods of offering the scheme.

47.   (Previously Presented) The computer program product of claim 45, wherein said computer readable program code means configured for estimating the market demand curve is by

09/686,641   11

considering the fractional demand at a particular price, the fraction of population that is willing to pay the price, computing the product of the fractional demand and the demand at zero price i.e. the size of the market willing to buy the product at zero price.

48.   (Previously Presented) The computer program product of claim 46, further comprising computer readable program code means configured for suggesting the discounting of a substitute of the product or item or service being auctioned.

49.   (Previously Presented) The computer program product of claim 48, wherein said item being auctioned is a competitor's item and the substituted product is promoter's own.

50.   (Previously Presented) The computer program product of claim 40, wherein the computer readable program code means configured for obtaining the demand data includes the ability to cover multiple market segments and suggest a promotion scheme targeted at different market segments.

51.   (Previously Presented) The computer program product of claim 46, further including computer readable program code means configured for suggesting discounting of a cross selling or an up selling product to the product being auctioned.

52.   (Previously Presented) The computer program product of claim 47, wherein said computer readable program code means configured for estimating the demand curve uses the winning bid and the highest bids of all the bidders for the case of open-cry or ascending auctions

09/686,641   12

while for the descending auctions namely, Dutch auctions only the winning bid is used.

53.   (Previously Presented) The computer program product of claim 47, wherein said computer readable program code means configured for estimating the market demand curve for an individual item uses demand data where multiple units of items are auctioned.

54.   (Previously Presented) The computer program product of claim 45, wherein said computer readable program code means configured for estimating market demand curve uses the quantity demanded by an individual buyer at various price levels.

55.   (Previously Presented) The computer program product of claim 47, wherein said computer readable program code means configured for estimating the market demand curve information from the online auctions is used to determine the decrement size in a descending or Dutch auction.

56.   (Previously Presented) The computer program product of claim 39, further including computer readable program code means configured for the user to configure the sources of online demand data as well as the parameters for conducting online auctions on a plurality of products on specified URLs.

57.   (Canceled).

58.   (Previously Presented) The system of claim 1, wherein the system is extended to learn

09/686,641   13

about the state of online markets by mining information from current and past operations of similar online markets in order to devise differential strategies for various market segments.

59.   (Previously Presented) The system of claim 1, wherein said system is also used to provide for implementing optimal inventory management.

60.   (Previously Presented) The system of claim 1, wherein said system is integrated with an online electronic coupon generation system to provide a complete system for issuing of redeemable electronic coupons.

61.   (Previously Presented) The system of claim 1, wherein a generated market demand curve and said promotion scheme parameters are used to provide a data discovery service to a plurality of buyers in various market segments who use it for generating redeemable electronic coupons for their products or services.

09/686,641   14